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CATEGORY CRITERIA  
& DESCRIPTIONS

[thespiders.ie](http://thespiders.ie)

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# Submission Platform - User Guide

## Step 1 - Login

Welcome to the user guide, we will help you to successfully create an account and submit an entry for The Spider Awards.

The first step is to Create your account using this link:

<https://thespiderawards.secure-platform.com/spiders/solicitations/8/home>

In your Inbox, you will find an email with the subject “Welcome to The Spider Awards System” with your login information.

## Step 2 - Registration Form

Now you can start to submit your first entry completing the Registration form.

### The Spider Awards 2025

[Registrations Form](#) → [Entry Payment](#) → [Submission Form](#)

**Company Name \***

  
**Agency Name**  
(if entering on the behalf of client)

### Step 3 - Payment Information

Now you can start to complete the Entry Payment information, please include the Email address for invoicing purposes.

### Step 4 - Submission Form

Now you can complete the Submission Form, please make sure to select the **Category** first. Please note that all the Submission forms will be accessible for any edits until the Final Deadline.

### Step 5 - Payment

Save your Entry, click the “Add to cart” button and proceed with the credit card payment.

After your payment has been confirmed you will receive a confirmation email and we will send you an Invoice.





We are accepting credit card payments with MasterCard, Visa, American Express, and Discover. The price for an Entry is 100 Euro + VAT.

Total Amount Due: €100.00


Pay by Credit Card

Billing Information  
Enter your payment details below.

**Cards Accepted**

**Credit Card \***

 Secure

First Name

Last Name

Numero carta  MM / AA CVC

Card

**Billing Address \***

Street Address

City

State / Province / Region

Postal / Zip Code

Country

### Step 6 - Add another Submission

Now you can submit another Entry if you wish, to copy the same entry simply click on “I want to submit this Submission to another Category” at the bottom of the page. Then Save and return to your “My Application” section and select “Review and Checkout” where you will find the function “Copy Application” or simply “Make another Submission”.

**Supporting Documentation**

No file chosen

**Agency Logo**

(if applying on behalf of a client)

No file chosen

**I want to submit this Submission to another Category**

### Step 7 - Copy Application

Then Save and return to your “My Application” section and select “Review and Checkout” where you will find the function “Copy Application” or simply “Make another Submission”.

## Review and Checkout

Title	Category	#	Cost	Details	Action
Catalyst Media Group	Best App	008	€100.00	Entry Submission payment	<a href="#">Select</a>   <a href="#">Copy Application</a>   <a href="#">Remove</a>

Total: €100.00

### FAQ's

#### Who can submit an Entry for The Spider Awards?

Companies, agencies and individuals based in Ireland can enter the Spider Awards.

#### What is the cost for an Entry?

Single entry – €100 + 23% VAT

4 for 5 entries – €400 + 23% VAT

Charities can enter free of charge, please contact a member of the team to avail of this offer.

Please note these prices do not include the cost to attend the awards.

#### What are The Spider Awards' categories?

Please find the full list of categories [here](#)

#### When will the Judges start to evaluate the Entries?

The judging commences January 2025 regardless of any extensions given.

#### What are the social media platforms of The Spider Awards?

LinkedIn: [The Spider Awards](#)

Facebook: [The Spiders](#)

Twitter: [@spiderawards](#)

Instagram: [@spider.awards](#)

#### How can I get support?

To schedule a call or simply ask for support from a member of our awards team email [alma@thespiders.ie](mailto:alma@thespiders.ie)

#### When is the Award Ceremony?

The Ceremony Award will be held at the Round Room of the Mansion House, Dublin on March 21st, 2025.

# 2025 Categories & Descriptions

## Best Website - Large company

The Best Website Award - Large Company\* category is designed to recognise large corporations that have effectively leveraged their scale and resources to create an outstanding website. Entries should exhibit excellence in design, user experience, and functionality, setting industry standards for what a corporate website can achieve.

Evaluation will focus on site architecture, content relevance, user interface, and overall aesthetics. Additionally, the website should demonstrate adaptability and inclusivity, with features like mobile responsiveness, accessibility options, and multi-language support. The judging panel will also consider how well the website aligns with the company's broader brand objectives and serves a diverse and global user base.

Open to large companies across all sectors (or agencies working on behalf of a large company), this category aims to spotlight those that have successfully blended form and function to deliver a superior online experience, substantiated by strong metrics and user feedback.

\*Large Company (250+ employees and/or turnover in excess of €50m)

### Objectives (100 words max)

- Summarise the website's main goals.
- Indicate alignment with broader brand objectives.

### Design & User Experience (100 words max)

- Highlight key design elements that enhance user experience.
- Note features promoting diversity and global accessibility.

### Technical Features (100 words max)

- Describe the site's architecture and technology stack.
- Mention adaptability features like mobile responsiveness and multi-language support.

### Performance & Impact (100 words max)

- Share essential performance metrics such as load time and user engagement.
- Include any user feedback, testimonials, or other evidence of impact.



### Best Website - SME

The Best Website - SME Company\* category is dedicated to small and medium-sized enterprises that have developed exceptional websites that punch above their weight in terms of design, functionality, and user experience. Despite limited resources compared to larger corporations, entries should showcase a high-quality online presence that effectively serves their target audience and business objectives.

Judging will consider elements such as site layout, user interface, content quality, and load speed. Particular emphasis will be placed on innovation, SEO optimisation, and mobile-responsiveness. Bonus points will be given for features or design elements that cater to a diverse set of users, including accessibility options and multi-language support.

Open to SMEs (or agencies working on behalf of an SME) across all sectors, this category celebrates the best in web design and functionality, recognising the smaller enterprises that achieve big results.

\*SME Company (less than 250 employees and/or turnover less than €50m)

#### Objectives (100 words max)

- *Summarise the website's main goals.*
- *Indicate alignment with broader brand objectives.*

#### Design & User Experience (100 words max)

- *Highlight key design elements that enhance user experience.*
- *Note features promoting diversity and global accessibility.*

#### Technical Features (100 words max)

- *Describe the site's architecture and technology stack.*
- *Mention adaptability features like mobile responsiveness and multi-language support.*

#### Performance & Impact (100 words max)

- *Share essential performance metrics such as load time and user engagement.*
- *Include any user feedback, testimonials, or other evidence of impact.*

### Best in E-Commerce

The Best in E-Commerce category is aimed at honouring digital platforms or campaigns that have excelled in the online retail space, demonstrating outstanding performance in user experience, customer service, and business growth. Entries should showcase an effective blend of design, functionality, and strategy to engage customers and drive sales.

The judging criteria will include overall site design, ease of navigation, product representation, checkout process, and customer service quality. Additional points will be awarded for innovative features or strategies that cater to a diverse customer base, such as multiple payment options, language support, or accessibility features.

Open to various types of e-commerce platforms—from niche startups to established retail giants—this category aims to recognise those that have set industry standards for excellence, backed by impressive metrics and customer satisfaction scores.

#### Objectives (100 words max)

- *Describe your e-commerce platform's main goals.*
- *Outline how the platform has contributed to business growth.*

#### Design & User Experience (100 words max)

- *Highlight key design elements that improve user experience.*
- *Mention ease of navigation and product representation.*

#### Functionality & Customer Service (100 words max)

- *Summarise the checkout process and customer service quality.*
- *Note any features that specifically cater to a diverse customer base.*

#### Performance & Impact (100 words max)

- *Describe any innovative features or strategies, such as multiple payment options.*
- *Provide key performance indicators and customer satisfaction scores, if available, user feedback, testimonials, or other evidence of impact.*

### Best in Universal Design

The Best in Universal Design category is committed to honouring websites, digital platforms and apps that excel in offering accessible and inclusive user experiences. This category seeks entries that consciously remove digital barriers, creating a seamless, usable, and enjoyable experience for all, irrespective of age, ability, or status.

Judging will concentrate on how well websites have applied universal design principles like simplicity, flexibility, and intuitive navigation. Key metrics for success will include user engagement and accessibility features, with a special focus on innovative web solutions that meet the diverse needs of a varied user base.

Open exclusively to website designs across all sectors, this category aims to set new benchmarks in universal web accessibility, celebrating sites that truly embody inclusivity.

#### Objectives (100 words max)

- *Summarise the website's main goals.*
- *Indicate alignment with broader brand objectives.*

#### Design & User Experience (100 words max)

- *Highlight key design elements that enhance user experience.*
- *Note features promoting diversity and global accessibility.*

#### Technical Features (100 words max)

- *Describe the site's architecture and technology stack.*
- *Mention adaptability features like mobile responsiveness and multi-language support.*

#### Performance & Impact (100 words max)

- *Share essential performance metrics such as load time and user engagement.*
- *Include any user feedback, testimonials, or other evidence of impact.*

### Best UX & Customer Experience

The Best UX & Customer Experience category is dedicated to honouring websites, digital platforms, apps, or services that prioritise user-centric design and deliver exceptional customer experiences. Entries should exhibit innovative, intuitive, and accessible user interfaces, matched with seamless functionality and responsiveness.

The evaluation criteria will consider the overall design aesthetics, ease of use, and how effectively the user experience contributes to achieving business objectives, such as increasing user engagement, reducing bounce rates, or improving customer satisfaction. Additional credit will be given for implementing features that cater to a diverse user base, including but not limited to, accessibility options for differently-abled users.

This category is open to a wide range of industries, from e-commerce and tech to media and healthcare, aiming to celebrate those who set industry benchmarks in both user experience and customer satisfaction.

#### Objectives (100 words max)

- *Summarise the primary goals of your digital platform, app, or service.*
- *Briefly explain how your user experience aligns with these objectives.*

#### Design & Usability (100 words max)

- *Describe the design aesthetics and ease-of-use features.*
- *Highlight elements that enhance user engagement and satisfaction.*

#### Functionality & Accessibility (100 words max)

- *Detail the seamless functionality and responsiveness of your platform.*
- *Specify any features that serve a diverse user base, such as accessibility options.*

#### Performance Metrics (100 words max)

- *Provide key performance indicators, such as reduced bounce rates or increased customer satisfaction.*
- *Showcase evidence of how your UX strategy has achieved tangible results.*

## Best Use of Disruptive Technology

The Best Use of Disruptive Technology category recognises organisations ability to leverage emerging technologies such as (but not limited to) Cloud, IoT, 5G, Big Data, Automation, AI, Blockchain, AR, VR to enhance the customer experience or improve their organisation. Judges will review applications of disruptive technologies that have had an impact, including machine learning powered chatbots or personal assistants and models that integrate big data to predict outcomes or make intelligent recommendations.

### Objectives (100 words max)

- *Clearly outline the objectives of your campaign or project, focusing on what you aimed to transform or disrupt. Specify which immersive or disruptive technologies—such as AR, VR, or MR—you used and what impact you intended to have on your industry or target audience.*

### Innovation & Disruption (100 words max)

- *Elaborate on how you applied the chosen technology in an innovative manner. Discuss the scale of the disruption, whether it was industry-specific or had a broader societal impact, and why it was significant.*

### Measurable Outcomes (100 words max)

- *Provide specific, quantifiable results that your campaign or project yielded. This could be market share gains, efficiency improvements, or other metrics that substantiate your impact.*

### Ethical & Inclusive Considerations (100 words max)

- *Discuss any measures taken to ensure ethical considerations were in place, such as data security or user privacy. Also, explain any features or strategies you employed to make your project inclusive for diverse communities.*

### AI-Powered Marketing Excellence Award

The AI-Powered Marketing Excellence Award recognises outstanding digital campaigns or projects that utilise artificial intelligence to deliver significant and measurable results. This category celebrates the transformative role of AI in marketing, from social media and event marketing to email, PPC, SEO, and more. It highlights how AI-driven technologies are being strategically integrated across marketing functions to drive innovation, enhance efficiency, and achieve breakthrough success.

Submissions are welcomed from companies that have leveraged AI-powered tools or platforms to revolutionise their own campaigns or those of their clients. These tools may include applications such as machine learning for predictive analytics, natural language processing for customer interactions, or AI-driven insights for optimising marketing strategies. Companies may also nominate clients who have successfully implemented AI-driven marketing technologies.

Entries will be evaluated on the originality and effectiveness of their AI applications, as well as their ethical considerations and the tangible benefits achieved. Key metrics may include efficiency gains, enhanced customer engagement, market share growth, and contributions to social good.

#### Objectives (100 words max)

- *Explain the problem your AI-driven initiative aimed to solve or the opportunity it sought to capture. Identify the target audience and the primary goals of using AI within the marketing function.*

#### Innovation & Disruption (100 words max)

- *Describe how your AI application is innovative. Focus on the technology, its implementation, and its tangible impact on challenging conventional practices or setting new benchmarks in the industry.*

#### Measurable Outcomes (100 words max)

- *Provide key metrics illustrating the success of your AI application. Metrics could include improvements in efficiency, market share, customer engagement, or any other relevant KPIs.*

#### Ethical & Inclusive Considerations (100 words max)

- *Detail how your AI application adheres to ethical standards. Discuss considerations such as data privacy, fairness, and inclusivity, as well as how you addressed potential risks like bias or misinformation.*

### Best in Storytelling

The Best in Storytelling category is designed to celebrate campaigns, projects, or initiatives that have mastered the art of narrative to achieve strategic goals. Whether it's brand storytelling, journalistic pieces, or interactive experiences, entries must demonstrate a compelling narrative thread that engages audiences and drives specific actions or outcomes.

Evaluation will focus on the clarity, originality, and emotional impact of the storytelling, as well as its alignment with broader campaign or brand objectives. Entries should also showcase how the storytelling elements have been optimised for different platforms or mediums, and how this contributed to measurable success—be it in terms of audience engagement, conversion rates, or social impact.

Open to a wide array of sectors and formats—including digital, print, video, and immersive experiences—this category seeks to identify those who have excelled in leveraging storytelling as a powerful tool for connection, persuasion, and action.

#### Objectives and Storytelling Craft (100 words max)

- *Clearly articulate the objectives your storytelling aimed to achieve, such as brand awareness or social impact. Also describe the narrative elements that make your storytelling impactful and engaging.*

#### Platform Optimisation and Adaptability (100 words max)

- *Detail how your storytelling adapts across various platforms or mediums for enhanced user engagement. Highlight how these adaptations have helped achieve your strategic goals.*

#### Measurable Outcomes (100 words max)

- *Present the key metrics that validate the effectiveness of your storytelling, such as engagement rates or conversion figures.*

#### Inclusivity and Diversity (100 words max)

- *Discuss how your storytelling incorporates diverse viewpoints and caters to a broad audience, adding a layer of social and cultural relevance to your campaign.*

### Best App

The Best App category is designed to celebrate mobile or desktop applications that excel in functionality, design, and user experience. Entries should offer a seamless, intuitive interface and deliver high-quality service that meets or exceeds user expectations.

Judging will focus on the app's overall performance, the problem it solves or need it fulfils, and its level of innovation. Additional points will be awarded for features that cater to a diverse user base, such as inclusive design elements and accessibility options.

Open to apps from any industry or purpose—from gaming and entertainment to productivity and wellness—this category aims to spotlight software that sets a high standard for user engagement, usefulness, and technical excellence, supported by robust metrics and user testimonials.

#### Objectives and User Experience (100 words max)

- *Clearly outline the objectives your app aims to achieve, such as problem-solving or fulfilling a specific need. Discuss how your app delivers an exceptional user experience, illustrated by design elements and features.*

#### Innovation and Functionality (100 words max)

- *Describe the level of innovation your app brings to its respective field. Highlight the key functionalities that set it apart and make it a useful tool for users.*

#### Measurable Outcomes (100 words max)

- *Provide evidence of your app's success through key performance indicators, such as user engagement rates, download numbers, or other relevant metrics.*

#### Inclusivity and Accessibility (100 words max)

- *Explain how your app caters to a diverse range of users. Features such as inclusive design and accessibility options should be highlighted here.*



### Best in Social Media

The Best in Social Media category is aimed at recognising campaigns or long-term strategies that have effectively leveraged social media channels to achieve remarkable outcomes. Whether through a single platform or a mix of social media sites, entries should demonstrate a thoughtful, creative, and well-executed approach to engaging with their target audiences.

Judging will focus on factors such as the originality of the content, effectiveness in driving engagement or conversions, and how well the social media efforts are integrated into broader marketing or brand strategies. Special consideration will also be given to campaigns that have successfully reached or impacted diverse demographic groups, showcasing a broad yet targeted appeal.

Open to both B2B and B2C sectors, this category seeks to spotlight the campaigns that have elevated the standards of social media marketing, backed by measurable results and qualitative impact.

#### Strategic Objectives (100 words max)

- *Define the goals your social media campaign aimed to achieve, whether it's driving engagement, conversions, or brand awareness. Discuss the thought process behind choosing specific social media platforms and how they align with your overall marketing or brand strategy.*

#### Creativity and Originality (100 words max)

- *Highlight the creative elements that make your campaign stand out. This could be in terms of content, visuals, or innovative use of platform-specific features.*

#### Measurable Outcomes (100 words max)

- *Demonstrate your campaign's effectiveness with quantitative metrics, such as engagement rates, conversion metrics, or follower growth. Qualitative impact, such as customer testimonials or case studies, can also be included.*

#### Inclusivity and Targeted Appeal (100 words max)

- *Explain how your social media campaign successfully engages with a diverse demographic or caters to a specific target audience. Special emphasis should be placed on inclusivity and the campaign's ability to appeal broadly yet specifically.*

### Large Agency of the Year

The Large Agency of the Year category is reserved for established agencies with more than 10 employees that have demonstrated consistent excellence in delivering impactful campaigns, strategic insights, and creative solutions. With resources and scale, these agencies are expected to not only meet client needs but also push the envelope in terms of innovation and effectiveness.

Entries will be judged on a comprehensive set of criteria including client satisfaction, portfolio quality, business growth, and contributions to industry innovation. Special consideration will be given to agencies that have shown leadership in diversity and inclusion, as well as sustainable business practices.

Open to agencies that cover a broad spectrum of services—such as advertising, digital marketing, media planning, and public relations—this category aims to acknowledge the contributions of agencies that have set industry benchmarks and have made a lasting impact on both clients and the wider community.

#### Agency Overview (150 words max)

- *Outline key facts including headquarters location, year of establishment, and number of employees. List your primary clients and briefly share what sets your agency apart from competitors.*

#### Innovation & Impact (100 words max)

- *Discuss contributions your agency has made to set industry standards. This could include technological innovations, new revenue streams, or unique approaches to talent management.*

#### WOW Factor (100 words max)

- *Explain what differentiates your agency in terms of campaign design and ethos. Elaborate on creative or strategic elements that make your projects exceptional.*

#### Implementation & Results (200 words max)

- *Share key metrics to illustrate your agency's success. Include high-performing campaigns, new business acquisitions, and client retention data. Mention any contributions your agency has made to the industry at large.*

### Commitment to Diversity, Inclusion & Sustainability (100 words max)

- *Detail your agency's efforts and leadership in diversity, inclusion, and sustainable business practices. Discuss the real-world impact of these initiatives on your projects and workplace culture.*

### Small Agency of the Year

The Small Agency of the Year category is reserved for boutique agencies with under 10 employees that have made a significant impact on the industry despite their size. Operating with limited resources compared to larger competitors, these agencies must demonstrate an exceptional ability to deliver outstanding results for their clients, maintain employee satisfaction, and contribute positively to the industry as a whole.

The judging criteria will encompass a broad range of metrics including the quality of work produced, client satisfaction levels, business growth, and contributions to innovation. Additional weight will be given to agencies that have successfully adapted to market changes, shown resilience in challenging circumstances, and displayed a commitment to diversity and inclusion within their workforce.

Open to agencies across various specialisations—from digital marketing to public relations, from advertising to event planning—this category aims to celebrate the power of agility, creativity, and teamwork that often characterises small but impactful organisations.

#### Agency Overview (150 words max)

- *Provide key details about your agency: location, founding year, employee count, and client roster. Briefly describe what makes your agency unique.*

#### Innovation & Impact (100 words max)

- *Discuss your agency's significant contributions to the industry, such as technological innovations or the development of new revenue streams. Touch upon your agency's ability to adapt to market shifts.*

#### WOW Factor (100 words max)

- *Highlight what sets your agency apart in terms of campaign design and ethos. This could include creative techniques, storytelling approaches, or other unique aspects that make your work stand out.*

#### Implementation & Results (200 words max)

- *Outline your key market-leading campaigns, new business wins, and client retention metrics. Discuss any industry contributions, such as thought leadership or community involvement.*

#### Commitment to Diversity & Inclusion (100 words max)

- *Explain your agency's commitment to diversity and inclusion, both within the workforce and in the projects you undertake, highlighting its positive impact on your work and culture.*

### Best Integrated Media Campaign

The Best Integrated Media Campaign category recognises exceptional campaigns that skillfully blend various media types and platforms—such as digital, print, social, and broadcast—to deliver a cohesive and impactful message. Entries must demonstrate how the integration of different media contributed to the overall effectiveness and reach of the campaign.

Judging criteria will include the strategic alignment between various media, the quality and consistency of messaging across platforms, and the success in achieving specific KPIs, be it increased sales, higher engagement, or other measurable outcomes. Special attention will also be given to campaigns that show creative innovation and effective targeting, resonating with a diverse and broad audience.

Open to campaigns from a multitude of sectors, this category aims to highlight the power of integrated strategies that leverage the unique strengths of various media channels to achieve outstanding results.

#### Strategic Objectives & Alignment (100 words max)

- *Outline how various media types and platforms were strategically integrated to achieve campaign goals. Describe the thought process behind the chosen mix of digital, print, social, and broadcast media, and how they complement each other.*

#### Messaging Consistency & Quality (100 words max)

- *Discuss the consistency and quality of messaging across all platforms. Explain how the unified message contributed to the overall effectiveness and impact of the campaign.*

#### Performance & Impact (100 words max)

- *Present key metrics that demonstrate the campaign's success, such as increased sales, engagement rates, or other specific KPIs. Qualitative impacts, like consumer testimonials or case studies, can also be included.*

#### Creative Innovation & Diverse Reach (100 words max)

- *Highlight any creative innovations within the campaign and explain how the campaign resonated with a diverse and broad audience. Discuss targeting strategies that were used to engage different demographic groups effectively.*

### Best Influencer Led Campaign

The Best Influencer Led Campaign category celebrates campaigns that have successfully partnered with influencers to amplify brand message, drive engagement, and achieve specific marketing objectives. Entries should demonstrate a strategic alignment between the brand and the influencer, as well as authentic engagement with the target audience.

Judging will consider factors like creativity, content relevance, and campaign ROI. Special attention will be given to campaigns that have engaged with influencers representing diverse communities, bringing unique perspectives to the forefront.

Open to all sectors, from fashion and beauty to tech and lifestyle, this category aims to highlight the dynamic and effective use of influencer partnerships in modern marketing, supported by both qualitative and quantitative success metrics.

#### Strategic Objectives & Alignment (100 words max)

- *Detail how the brand and influencer were strategically aligned to achieve specific marketing objectives. Discuss the rationale behind selecting the particular influencer(s) and how this choice aligns with your brand's ethos and goals.*

#### Creativity & Content Relevance (100 words max)

- *Highlight the creative aspects of the campaign and how the content was specifically tailored to engage the target audience. Discuss the originality and relevance of the content produced in collaboration with the influencer.*

#### Measurable Outcomes (100 words max)

- *Share key metrics that demonstrate the campaign's success, such as engagement rates, click-through rates, or ROI. Qualitative outcomes, like testimonials or case studies, can also be included.*

#### Diversity & Unique Perspectives (100 words max)

- *Explain how the campaign engaged with influencers from diverse backgrounds or communities, thereby enriching the campaign with unique perspectives and broad appeal.*

### Best Consumer Campaign

The Best Consumer Campaign category is designed to recognise digital marketing initiatives that have effectively engaged a consumer audience, driving measurable results such as brand loyalty, increased sales, or heightened awareness. Beyond traditional KPIs, entries will also be judged on creativity, strategy, and the ability to tap into or shape consumer behaviours or attitudes.

This category is open to a diverse range of sectors—from FMCG to tech, fashion to food and beverage. The core element is consumer impact; the campaign should not only reach its target audience but also resonate with them in a meaningful way.

Successful campaigns in this category will demonstrate a blend of innovation and effectiveness, showcasing how strategic planning, creative execution, and perhaps even real-time adjustments, culminate in tangible business outcomes supported by concrete data.

#### Objectives (100 words max)

- *Outline the specific goals your consumer campaign aimed to achieve. This could include brand loyalty, increased sales, or heightened awareness. Discuss how these objectives align with your broader business or marketing strategy.*

#### Innovation & Strategy (100 words max)

- *Describe the innovative elements and strategic planning that make your campaign stand out. This could relate to content, technology, or unique methods of audience engagement.*

#### Measurable Outcomes (100 words max)

- *Provide key metrics that indicate the campaign's success. This should encompass traditional KPIs as well as any additional data that prove the effectiveness of the campaign in meeting its objectives.*

#### Consumer Resonance & Adaptability (100 words max)

- *Explain how the campaign resonated with its target consumer demographic. Highlight any real-time adjustments made to improve outcomes and how these enhanced consumer engagement or other metrics.*

## Best Collaboration

The Best Collaboration category is committed to celebrating joint initiatives that have leveraged the strengths of each participating entity to achieve something truly extraordinary. Whether it's a co-branded marketing campaign, a content partnership, or a collaborative technology project, entries must demonstrate synergy that resulted in greater impact than any single organisation could achieve alone.

Judging criteria will consider the uniqueness of the partnership, the strategic alignment between collaborators, and the overall effectiveness in reaching mutual or complementary objectives. The focus will be on collaborative ventures that have led to quantifiable success metrics, be it an increase in customer engagement, significant advances in research and development, or social impact.

Open to collaborations between diverse entities—corporations, non-profits, academic institutions, or government bodies—this category aims to highlight the power of unity in diversity, underscoring how different perspectives and resources can come together to effect meaningful change.

### Objectives (100 words max)

- *Clearly define the goals that your collaboration aimed to achieve. Elaborate on the mutual or complementary objectives that guided this joint initiative.*

### Unique Synergy & Strategic Alignment (100 words max)

- *Describe the unique aspects of the collaboration that made it effective. Highlight how the collaboration strategically aligned the strengths of each participating entity to achieve something greater than each could alone.*

### Measurable Outcomes (100 words max)

- *Present the quantitative metrics that substantiate the collaboration's success. Whether it's an increase in customer engagement, advancement in R&D, or social impact, make sure to include both qualitative and quantitative proof.*

### Unity in Diversity (100 words max)

- *Discuss how the collaboration successfully brought together diverse entities, perspectives, or resources. Explain how this diversity contributed to the effectiveness and impact of the joint venture.*



### Digital Team of the Year

The Digital Team of the Year category is designed to honour a team that has consistently delivered exceptional digital projects, campaigns, or innovations over the past year. Entries should showcase a cohesive and collaborative effort that has led to outstanding results, whether in marketing, development, design, or other digital disciplines.

The judging criteria will include the quality of the team's output, effective collaboration, creativity, and the measurable impact of their work on the business or community. Special recognition will be given to teams that have demonstrated a commitment to diversity, equity, and inclusion within their operations and output.

Open to teams from a variety of sectors and organisational sizes, this category aims to celebrate the collective achievements that set new benchmarks in the digital landscape.

#### Team Objectives & Cohesion (100 words max)

- *Outline the main goals your digital team aimed to achieve over the past year. Describe how team members worked cohesively to meet these objectives.*

#### Creativity & Innovation (100 words max)

- *Highlight the creative and innovative approaches your team has used in digital projects, campaigns, or other initiatives. Explain how these efforts have set new benchmarks in your sector.*

#### Measurable Outcomes (100 words max)

- *Demonstrate the impact of your team's work through quantitative metrics, such as KPI improvements, ROI, or community engagement levels. Qualitative outcomes, like client or stakeholder testimonials, can also be included.*

#### Diversity, Equity & Inclusion (100 words max)

- *Discuss how your team has prioritised diversity, equity, and inclusion within its operations and output. Provide examples that showcase your team's commitment to these values.*

### Best Brand

The Best Brand category is designed to honour companies that have consistently demonstrated excellence in branding across multiple channels—digital, social, and traditional. Recognising more than just aesthetic prowess or market visibility, this category assesses the brand's effectiveness in communicating its values, ethos, and unique selling propositions to its target audience.

Entries will be evaluated based on a holistic range of factors including brand consistency, customer loyalty, cultural relevance, and measurable impact on business metrics such as revenue growth or market share. Attention will also be given to how well the brand has adapted to market changes, social dynamics, and emerging trends, all while maintaining its core identity.

Open to a diverse array of industries, this category seeks to showcase brands that have stood out not just for their commercial success but for their influence, authenticity, and long-lasting impact on consumers and the market at large.

#### Strategic Objectives (100 words max)

- *Detail the core values, ethos, and unique selling propositions your brand aims to communicate across multiple channels. Describe how these elements align with your broader business strategy and market positioning.*

#### Consistency & Adaptability (100 words max)

- *Highlight how your brand has maintained consistency while also adapting to market changes, social dynamics, or emerging trends. Discuss any rebranding efforts or tactical shifts that have been particularly effective.*

#### Measurable Outcomes (100 words max)

- *Present tangible business metrics, such as revenue growth or market share, that demonstrate your brand's impact. Include data that attests to customer loyalty or other key performance indicators relevant to branding.*

#### Cultural Relevance & Inclusivity (100 words max)

- *Explain how your brand resonates with a diverse audience and has cultural relevance. Note any initiatives or campaigns that have broadened your brand's appeal or deepened its impact on various communities.*

### Digital for Good Award

The Digital for Good Award spotlights digital initiatives, campaigns, or platforms that have made a significant positive impact on society or the environment. Beyond technical prowess or user engagement, entries in this category should demonstrate a clear commitment to social responsibility, sustainability, or community well-being.

Evaluation will consider the level of innovation, effectiveness in achieving specific social or environmental goals, and the scale of the impact. Special attention will be given to projects that have inclusively served or engaged with diverse communities or causes, showcasing a broad-reaching impact.

Open to a wide range of digital formats—from apps and websites to digital campaigns or platforms—this category seeks to honour those who use digital tools as a force for good, as evidenced by measurable outcomes and real-world impact.

#### Strategic Objectives (100 words max)

- *Outline the social or environmental goals your digital initiative aimed to achieve. Describe how these objectives align with broader sustainability or community well-being agendas.*

#### Innovation & Effectiveness (100 words max)

- *Highlight the innovative approaches or technologies used to reach your project's social or environmental goals. Discuss the effectiveness of these methods in achieving intended outcomes.*

#### Measurable Outcomes (100 words max)

- *Present quantifiable metrics, such as reduced carbon footprint, number of individuals impacted, or funds raised for a social cause, that validate the positive impact of your digital initiative. Qualitative data like testimonials or case studies are also welcome.*

#### Inclusivity & Broad Impact (100 words max)

- *Explain how your initiative has inclusively engaged with or served diverse communities or causes. Special attention should be paid to the project's ability to create a broad-reaching impact, whether that's locally, nationally, or globally.*

### Cultural Driver Award

The Cultural Driver category is designed to spotlight digital campaigns that have made a significant and measurable impact on culture—whether that's within a specific community, industry, or broader society. Unlike traditional campaigns focused solely on metrics like reach or engagement, entries in this category will be evaluated for their role in shifting paradigms, elevating conversations, and driving meaningful change. The focus is on campaigns that have not just reflected but shaped cultural values, attitudes, or behaviours in a noteworthy manner.

This category seeks to capture a diverse range of initiatives, from those that have championed inclusivity and equality to those that have sparked innovation or sustained traditions. Whether the campaign has scaled globally or been hyper-focused locally, its cultural influence should be evident and backed by quantifiable results.

#### Strategic Objectives (100 words max)

- *Articulate the cultural objectives your campaign set out to achieve, such as paradigm shifts, inclusivity, innovation, or tradition preservation. Explain how these goals align with wider cultural or social aims.*

#### Innovative Methods & Tactics (100 words max)

- *Detail the creative and innovative strategies employed to achieve your campaign's cultural objectives. This could involve unusual mediums, unique partnerships, or the application of cutting-edge technology.*

#### Measurable Outcomes (100 words max)

- *Share quantifiable metrics that demonstrate the campaign's cultural influence, such as public opinion shifts, new partnerships or alliances, or levels of community engagement. Qualitative feedback, like testimonials or case studies, may also be presented.*

#### Diverse Impact & Reach (100 words max)

- *Explain how your campaign engaged with or impacted a varied demographic. Highlight any focus on underrepresented communities, or how the campaign adapted to different cultural contexts.*

### Sustainability Impact Award

The Sustainability Impact Award category is focused on honouring digital campaigns that have made a substantial, measurable contribution to sustainability efforts—be it environmental or social. Eligible initiatives should clearly demonstrate the impact they've had on promoting eco-friendly practices or achieving long-term sustainable change.

The evaluation criteria will go beyond traditional metrics like audience reach, placing significant emphasis on the campaign's measurable contributions to sustainability. This could range from waste reduction and conservation efforts to ethical sourcing and responsible business practices.

Open to campaigns from diverse sectors, this category aims to recognise those that have set new benchmarks in sustainability, substantiated by quantifiable metrics. Whether the impact is local or global, entries should provide concrete evidence of their effectiveness in driving sustainable improvements.

#### Strategic Objectives (100 words max)

- *Outline the sustainability goals your campaign aimed to achieve, such as waste reduction, energy conservation, or promoting eco-friendly behaviour. Explain how these objectives align with broader sustainability initiatives or company missions.*

#### Innovation in Sustainability (100 words max)

- *Discuss the innovative methods, technologies, or strategies your campaign used to meet its sustainability goals. What sets your approach apart from traditional or expected sustainability efforts?*

#### Measurable Outcomes (100 words max)

- *Provide quantifiable evidence of your campaign's impact. This could include metrics like reduced carbon emissions, water saved, or increased use of sustainable materials. Include any qualitative insights, such as stakeholder testimonials or third-party endorsements, to support your results.*

#### Diversity & Inclusivity (100 words max)

- *Describe how your campaign considered and incorporated diverse perspectives or needs, including any community involvement or partnerships with sustainability organisations. How does your campaign make sustainability accessible and relevant to a diverse audience?*

## Special Recognition

### **Emerging Stronger - Digital Hero (Not open for nomination)**

The Digital Hero award will be given to a leader in their field who has created a path for others to follow, and whose innovation, imagination and determination to succeed has set them apart from the pack.